

Critical business collections: Examining key issues using a social justice lens

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Charleston Conference 2017

<http://tinyurl.com/CHS17CritBiz>



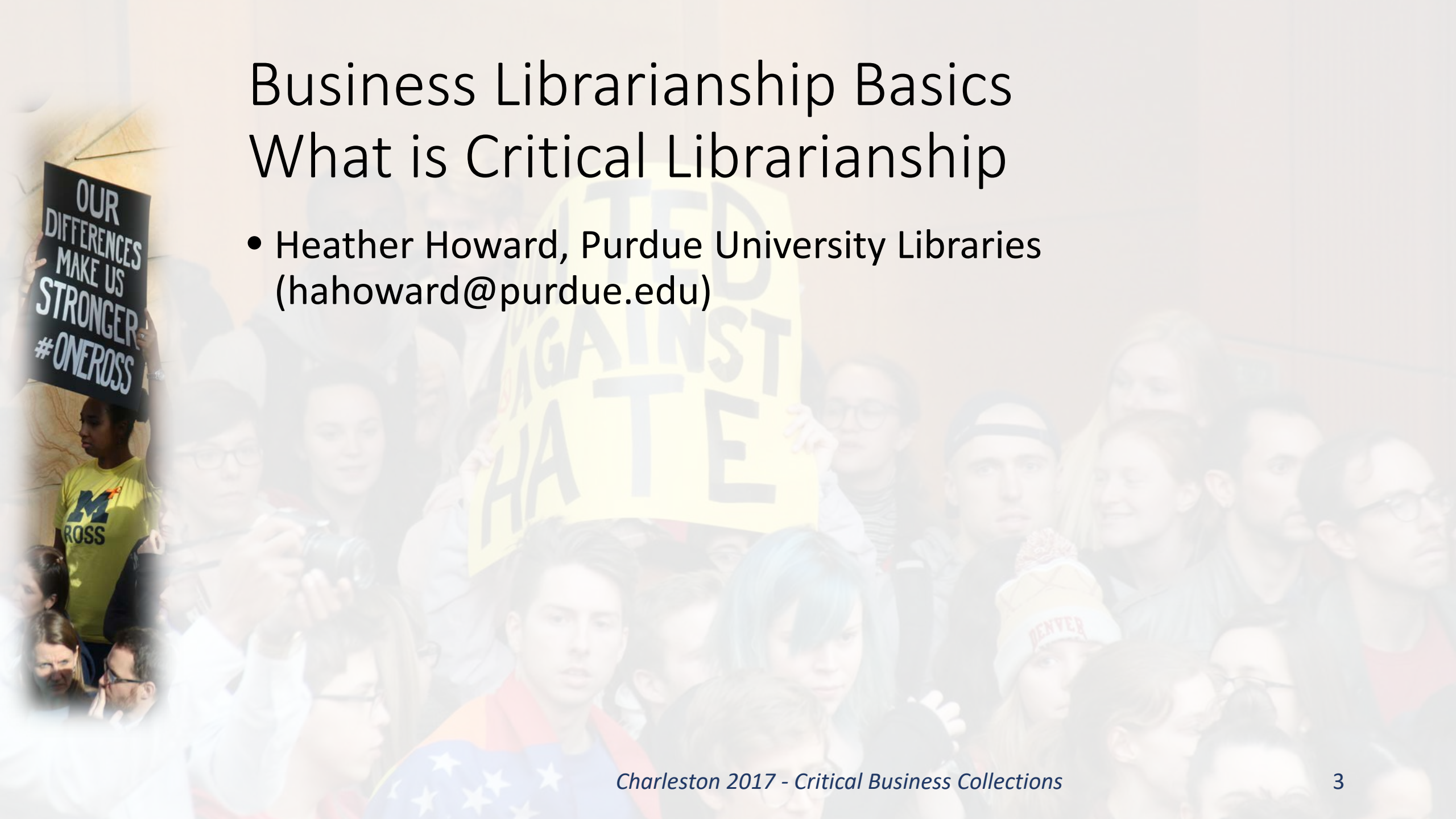
Program Outline

- Business Librarianship Basics
- What is Critical Librarianship
- Open Access & Evaluation of Collection Resources
- Database Licenses & Practical Business Activities
- Making Business Resources Available for Walk-in Users
- Questions

Business Librarianship Basics

What is Critical Librarianship

- Heather Howard, Purdue University Libraries
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Business Librarianship Basics

- Who are our patrons?

- Students
- Faculty
- Entrepreneurs
- Business Owners
- Business Incubators
- Startup Accelerators

- What are our collections?

- Books and eBooks
- Business Journals
- Business Databases
 - Market Research
 - Demographics
 - Company Research
 - Articles/News
- Datasets

What is Critical Librarianship

- Examining ways in which libraries and librarians consciously and unconsciously support systems of oppression [1]
- Critical librarianship includes:
 - development of critical thinking, information literacy, and lifelong learning skills in students
 - engagement with:
 - Diversity
 - Information ethics
 - Access to information
 - Commodification of information
 - Labor
 - Academic freedom
 - Human rights
 - Engaged citizenry
 - Neoliberalism [2]

[1] Mark Hudson, "Progressive Librarians Guild Midwinter Meeting," *ALANet*, January 21, 2012. Accessed October 18, 2017. <http://connect.ala.org/node/166009>.

[2] Kenny Garcia, "Keeping Up With... Critical Librarianship," *American Library Association*, June 19, 2015. Accessed October 18, 2017. http://www.ala.org/acrl/publications/keeping_up_with/critlib.

Open Access & Evaluation of Collection Resources

- Katharine Macy, IUPUI (macyk@iupui.edu)



Why you should discuss open access (OA)

- Democratization of information

Widens the reach of their research!

- Information creation

Librarians can provide advice when choosing journals for publication and navigating author agreements.

- Challenges faced when discussing OA

- Measuring Impact
- Business school rankings
- Tenure process

Evaluation of Collection Resources

- For accessibility...
 - Mouse dependent software does not work for screen readers necessary for visually impaired.
 - Is audio available?
 - What tools exist to help with learning disabilities?
 - Use adaptive software to mitigate
- Examples of software: JAWS 17, Read & Write Gold, Kurzweil 3000

Advocate for accessibility with vendors!

Evaluation of Collection Resources

- Market research and survey data

We must understand our available content to help our students navigate the pitfalls

Issues that may be present:

- Binary representations of gender
- Evaluation of methods for potential bias
- Other issues?

Navigating pitfalls – A Case Study

Persona creation for a marketing project deliverable.

Demographic Profile

	Sample	Weighted (000)	Percentage
Base: All Adults	14,369	234,786	100%
Target: Top Level Management	999	17,108	7.29%

Pitfall

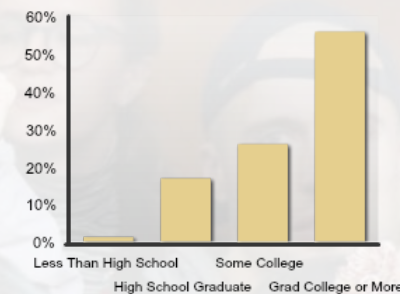
Using research to support stereotypes.

Current national demographic trends may point to those currently in positions of power.

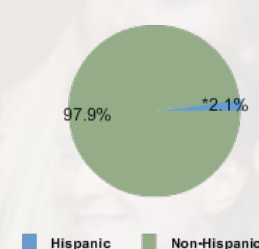
General Statistics

Median Household Income	\$123,820
Median Age	43.5
Employed (Full or Part-Time)	100%
Married	65.2%
Children in Household	42.6%
Homeowners	76.5%

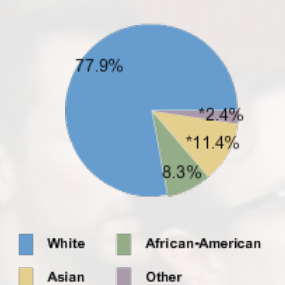
Education



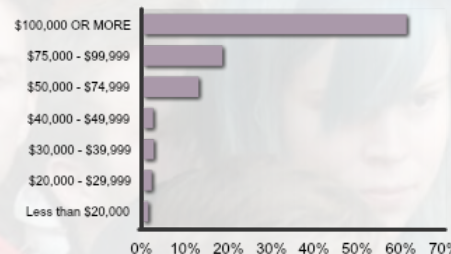
Ethnicity



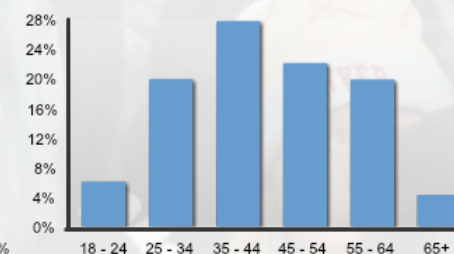
Race



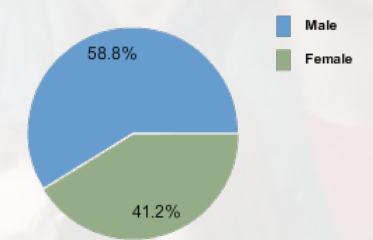
Income



Age



Gender

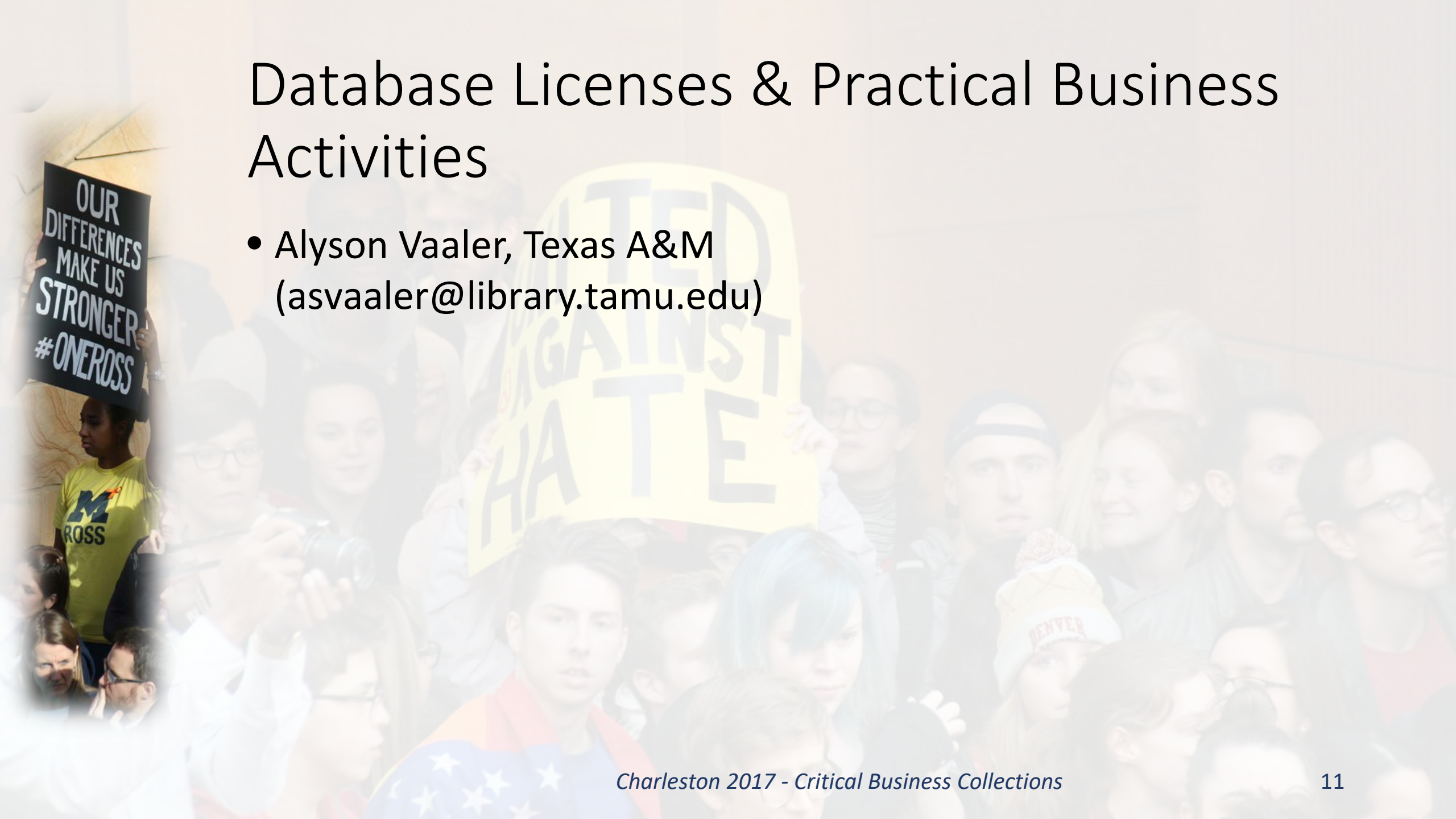


* Indicates cell count from 31 to 60. Projections may be unstable, use with caution.
** Indicates cell count below 31. Projections are likely unstable, use with caution.

Source: Simmons Research LLC, Spring 2015 NHCS Adult Study 06-month

Database Licenses & Practical Business Activities

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Database Licenses & Experiential Learning



Alyson Vaaler – Texas A&M University

Experiential Learning

Consulting
Projects

Case
Competitions

Internships

Incubators

Entrepreneurship Classes

Example PMBA Project – Consulting Capstone

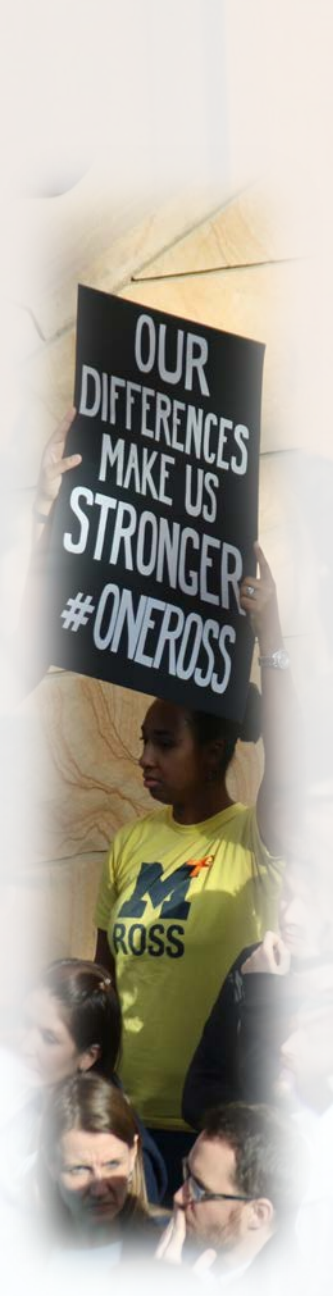
An overhead view of a meeting table. Three people are seated around the table, looking at documents. On the table are several sheets of paper, a laptop, a blue hard hat, a smartphone, and a coffee cup. The background is a patterned carpet.

- ❖ Develop portfolio management program

- ❖ Result in \$10MM-25MM cash flow gains

- ❖ Sign NDA

Examples: Commercial Use Language



No form of commercial use...permitted.
[Authorized Users may not] publish, re-distribute or make available to third parties any Intelligence which any of them extract from the Service, **whether by itself or as part of any work or other material**

Customer may use, access, copy, store, display and create derivative works of...the Data for its internal business purposes and **may use minor portions of the Data, as part of reports, or separately, given to clients of Customer,** whether in electronic or other present or future media

Authorized Users may...[use] the information comprised in the Services as part of a **live project conducted as a requirement as part of the course** PROVIDED THAT as a maximum, ONLY the **lesser of 2.5% of any single report forming part of the Services, and 25% of a section within any single report,** (such percentages to exclude indexes and contents pages) is included in a dissertation or thesis by way of a direct extract.

So what?

- Confidence in recommending sources to patrons, especially for staff
- Awareness of educational activities that licenses support and knowing the questions to ask vendors
- Implications for other disciplines (medicine, engineering, etc.)

Things to Think On

- Teach the process not the tools
- Teach awareness/education [3]
- Acceptable use policies
- Specific license language

[3] Aagaard, Posie and Natasha Z. Arguello, "Practical Approaches to Compliance for Entrepreneurial Uses of Databases in Libraries." *Reference Services Review* 43, no. 3 (2015): 419-438.

Making Business Resources Available for Walk-in Users

- Corey Seeman, University of Michigan (cseeman@umich.edu)



Making Business Resources Available for Walk-in Users

- Libraries have long-standing policies and practices of welcoming diverse members of the community to use their resources.
- While circulation might be limited to current members of the community, most are free to browse and use onsite. Even might be the case with private universities.
- As we transition to electronic resources, the dynamics of walk-in use has been a problem that has been front and center on the minds of librarians, especially for business.



Making Business Resources Available for Walk-in Users

- Role of the Land-Grant Universities and making resources available broadly.
- University extension services do a great job of disseminating information.
- Libraries at those schools have a strong ethic when it comes to making these available.



Gast Business Library, Michigan State University (2011)

Making Business Resources Available for Walk-in Users

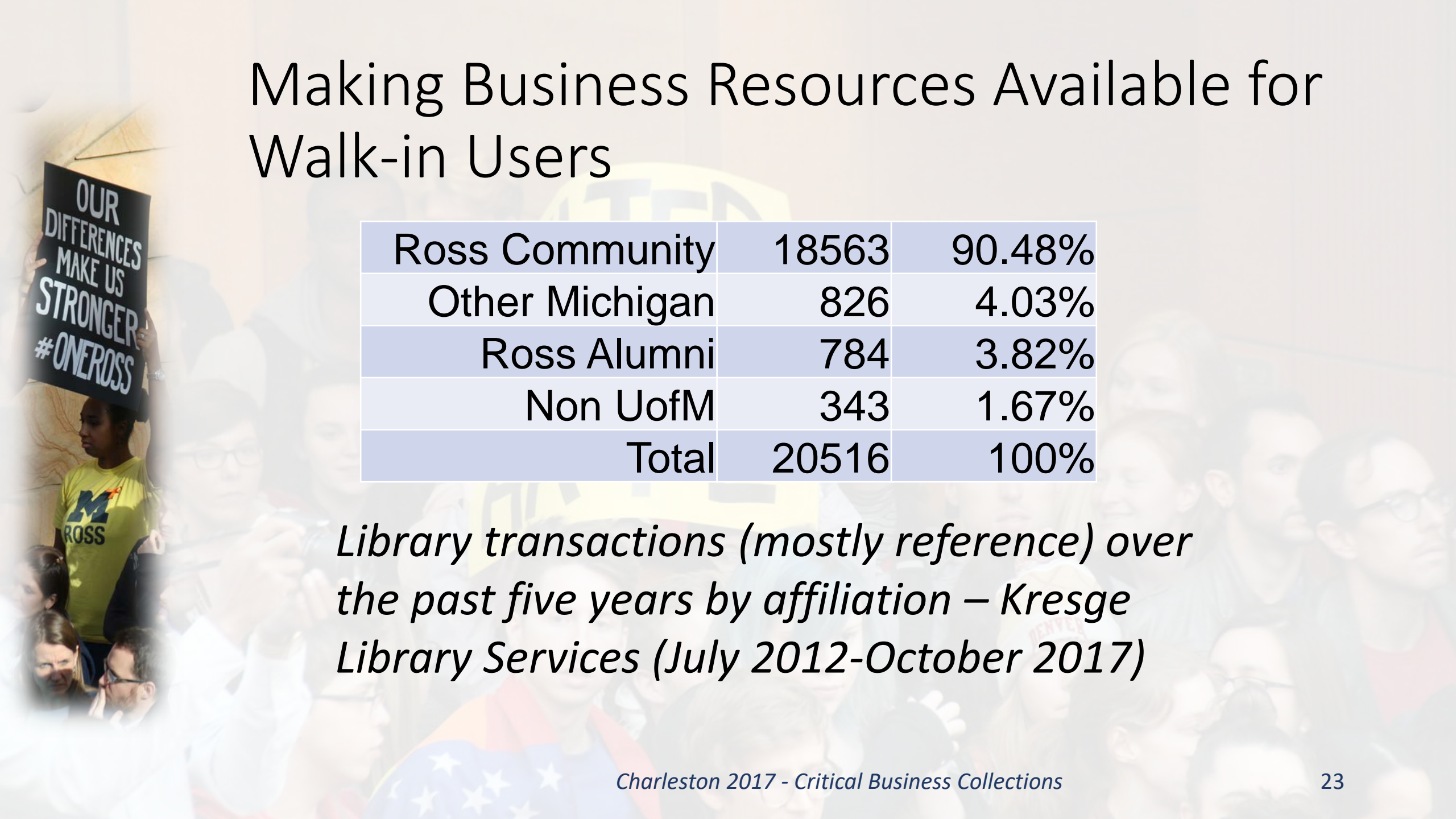
- Academic libraries pay pennies on the dollar for resources that are expensive for commercial clients.
- Making these resources available to as broad an audience is very important to the cultural mission of a library.
- Supporting a connection with the community that the rest of the school may or may not support.



Making Business Resources Available for Walk-in Users

- Who are walk-in users?
 - Local community members
 - Students at other schools
 - Independent scholars
 - Visiting scholars
 - Interested individuals
 - ***& people engaged in business***
- There is a perception that business men and women are using these resources to by-pass the need to purchase them.
- Here is where Perception might not equal reality...

Making Business Resources Available for Walk-in Users



Ross Community	18563	90.48%
Other Michigan	826	4.03%
Ross Alumni	784	3.82%
Non UofM	343	1.67%
Total	20516	100%

Library transactions (mostly reference) over the past five years by affiliation – Kresge Library Services (July 2012-October 2017)

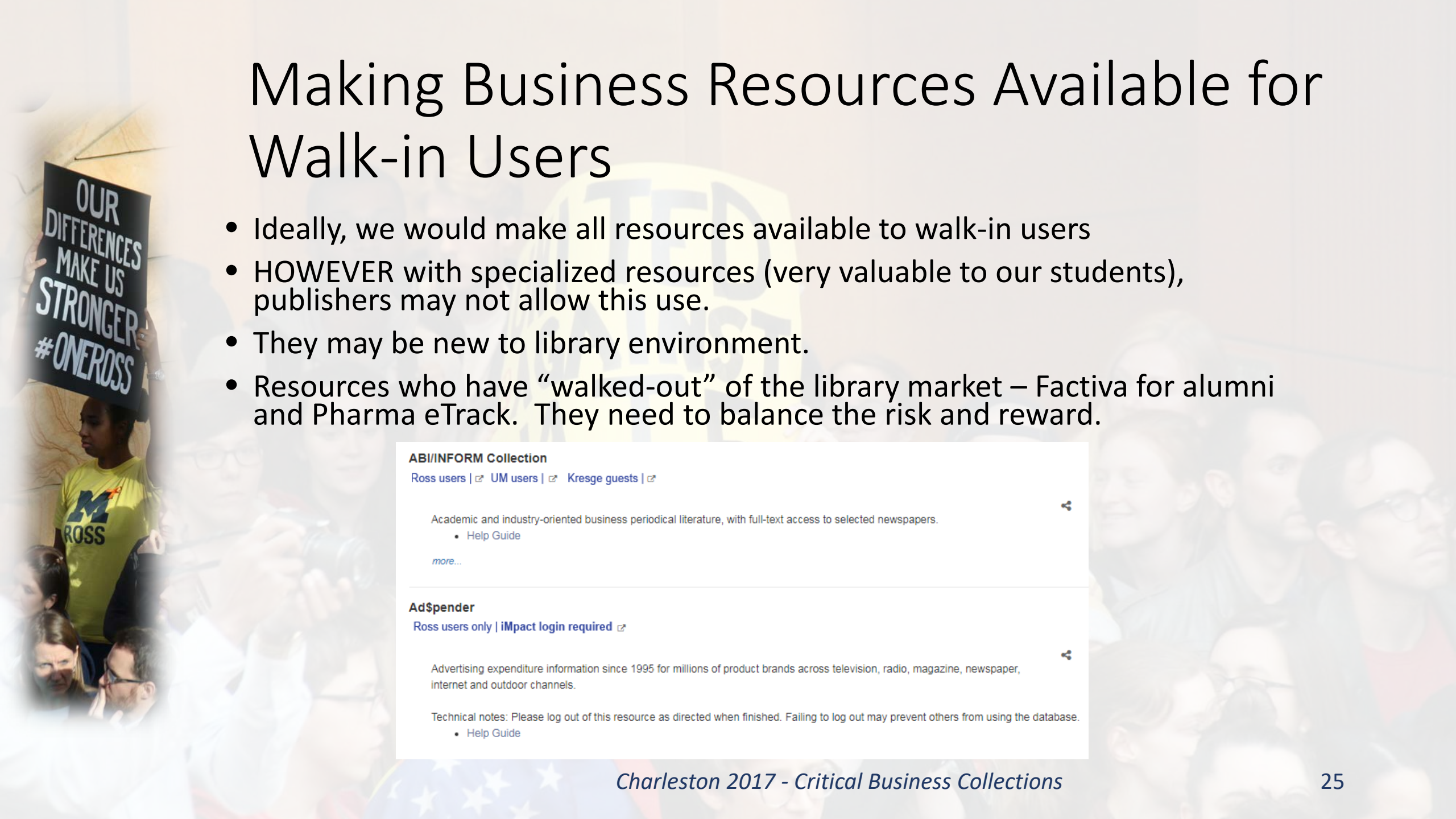
Making Business Resources Available for Walk-in Users

- Librarians need to find balance – between the needs of the current students and the needs of the community.
- Can libraries afford to walk away from a resource that does not allow walk-in use?
- While we have terminals, we do not offer walk-in printing (does not work with computing environment).



Making Business Resources Available for Walk-in Users

- Ideally, we would make all resources available to walk-in users
- HOWEVER with specialized resources (very valuable to our students), publishers may not allow this use.
- They may be new to library environment.
- Resources who have “walked-out” of the library market – Factiva for alumni and Pharma eTrack. They need to balance the risk and reward.



ABI/INFORM Collection
Ross users | [UM users](#) | [Kresge guests](#) | [external](#)

Academic and industry-oriented business periodical literature, with full-text access to selected newspapers.

- [Help Guide](#)

[more...](#)

Ad\$ponder
Ross users only | [iMPact login required](#) | [external](#)

Advertising expenditure information since 1995 for millions of product brands across television, radio, magazine, newspaper, internet and outdoor channels.

Technical notes: Please log out of this resource as directed when finished. Failing to log out may prevent others from using the database.

- [Help Guide](#)

Questions & Thank You

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